

Loveman, Joseph & Loeb

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So Much Good News Is Printed Today

First of all there is the news of the new Beauty Parlors! And there is the news of the unexpected Oriental Rug Sale! And the news of the 16 button Glove Sale!

Today, as always, Loveman, Joseph & Loeb's advertising is news!

And the Management Makes This Request

If at any time you should be disappointed in the Loveman, Joseph & Loeb advertising, will you please make report of it to the management.

To all intents and purposes the advertising statements made in these columns are honestly and correctly stated.

The officers of this business would no more have their printed word a misrepresentation than their spoken word.

Loveman, Joseph & Loeb are willing that the character of their business should be judged by their advertising. You are finally to determine the merit of our values with your patronage, thus expressing your confidence in this business, as you have been doing increasingly for 26 years.

This Announcement

Marks the Opening of the Finest and Most Complete Beauty Parlors and Hair Goods Salon In The South

Loveman, Joseph & Loeb invite you to visit this splendidly appointed section on the First Floor Mezzanine—it will be worth your while. This department has been furnished with every modern appliance, and the services of experts have been employed to give to our women patrons the beauty aids they seek, and the most careful attention.

All treatments are strictly private, being given in elegantly furnished booths where you are attended. The careful attention of our experts in Hair Dressing, Manicuring, Shampooing, Violet Ray and other beauty treatments is sure to be to your particular liking, and will certainly make you a regular and well pleased patron.

In conjunction with the Beauty Parlors, Loveman, Joseph & Loeb have added a complete stock of

Paristyle Hair Goods The Finest Made

And from the first day offer the most unusual values. Switches, Transformations, Psyche Puffs, Braids, Curls, Bangs and every other article necessary for a stylish coiffure will be found here.

Souvenir Values for Opening Week

Sanitary Hair Switches, 28 to 30 inches long, such as you are accustomed to seeing at a much higher price, for \$6.95

Sanitary wavy Hair Switches, 24 inches long, in all shades except gray and white; are impossible of duplication at almost double the price, for \$1.79

Large, single Psyche, suitable for latest style high hair-dress; will cost twice as much after this week; for 79c

During Opening Week a Bottle of Paristyle Brilliantine Will be a Complimentary Gift With Every Hair Purchase.

This Then is a Personal Invitation from Loveman, Joseph & Loeb, to You, to Visit This Daylight Section Tomorrow.

(Main Floor, Rear, Over Book Department)

New Style of Hair Dress



Sterilizer Used For Towels



Picture of Sterilizer Used for Combs And Brushes

Don't Deprive Your Boy of This Store's Clothes

He Should Be a Stockholder in the Second Floor Boys' Store

Every boy, whose Suit or Overcoat is purchased in this Second Floor Boys' Store, is virtually a stockholder in the business. He invests his money in our stocks and reaps a profit from the better value that he secures.

Incomparably Good Overcoats at \$6, \$6.50, \$7.50

This is the verdict that has been passed by the people. It is the verdict of those who have looked around and have pronounced their preference. Smart Coats for boys of any age, single and double breasted, plain or with belt.



Coming Thursday!

Chinchilla Overcoats \$6.50

Snitable for boys and girls all ages—2½ to 10. All wool, in brown, gray, tan and blue; wool flannel lining; warm and well tailored. Good values.

Boys' Norfolk Suits At \$7.50 to \$15 Are Better Than We Can Tell

With the garments right in front of us, it is no easy matter to express the quality and style of these Suits in a mere paragraph. Single and double breasted Norfolk, Cassimeres, Serges and Cheviots, with box, knife or inverted plaids, sewed on or loose belts, in all sizes 9 to 18 years.

(Boys' Store, Main Floor)

Some Exceptional Suits to Reward Women Who Have Waited to Buy

A Modest Announcement of Some Very Unusual Suit Purchases

Women who have delayed buying their Winter Suits will be glad to know that Loveman, Joseph & Loeb have been unusually successful in securing some special Suit values that are much beyond the ordinary.

These are not Sample Suits. These are not Manufacturers' Closeouts. These are not Undesirable Styles. These are not Sweat Shop Garments.

They are the very Suits that the best Garment Makers of this country take pride in sending out, and not so many of them that you will meet one on every street corner. It is only through the favor of these garment makers, who have long enjoyed our custom that we have secured these special values.



There Are No Better Suits Than These at \$30

One button cutaway Suit, made of fashionable corded poplin. New kimono sleeves and Persian vests are unique features of these Suits. New peg top draped skirts, in Copenhagen blue, mahogany, navy blue and black. Lined with peau de cygne.

There Are No Better Suits Than These at \$35

Offering choice of five new models in navy and black Government serge. These are strictly tailored Suits, three button cutaway style, some 36 inches and some with 34 inch coats, and draped skirts.

Exclusive Novelty Suits at \$42.50, \$45 and \$50

A notable gathering of distinctive Tailormade, such as you would only expect to find in a store of this calibre. Of poplins, broadcloths, fancy worsteds, trimmed with moleskin, Fitch and Marten furs. Gracefully draped skirts that add much to the appearance of the Suit.

Please do not confuse these Suits with any that you have seen in this store or in any other store, earlier in the season, as they feature many new ideas that have not been shown before.

(Women's Garments, 2d Floor)

A Sale of 16 and 20-Button Length White Kid Gloves

They are imported Gloves that have been in a bonded warehouse and have been released in time for this sale.

We should have had these Gloves here earlier, but along with other merchandise they were held in the custom house awaiting final passage of the Underwood tariff bill.

To make up for the delay, we offer in a special sale on Monday only:

16-button length White Kid Gloves, with three pearl clasp fasteners \$1.95

After Monday the price will be \$2.50

20-button length White Kid Gloves at the special price a pair of 2.50

After Monday the price will be \$3 (Gloves, Main Floor)

\$35,000 Worth of Oriental Rugs Have Been Reduced in Price for This Sale

So That the Stock May Be Considerably Diminished in a Limited Length of Time the Prices Are an Average Third Less

Those who have traveled about and inquired know that there are few better collections of Oriental Rugs in the country than in this store. The collection has always been a matter of much pride to Loveman, Joseph & Loeb, knowing that each Rug was individually selected with as much care and intelligence as the most particular Rug connoisseur could give to choosing Rugs for his own home.

It is a singular instance that in the same month when our government has raised the tariff on Oriental Rugs, classifying them as a luxury and increasing their cost to you, that we, in Birmingham, should reduce the prices on our stock.

Frankly, our investment in Oriental Rugs is greater than we wish it to be at this time—we need explain no further.

The sale includes both carpet size and small size Rugs, all real Persian Rugs, all proportionately reduced in price.

Kirman Carpets

Size	Loveman, Joseph & Loeb's Former Price	Sale Price
8-4x13-8	350.00	221.00
9-1x12	425.00	275.00
9x13-4	550.00	373.00
10x13-10	475.00	308.00

Serapi Carpets

Size	Loveman, Joseph & Loeb's Former Price	Sale Price
8-8x14-8	400.00	277.00
8-11x11-10	300.00	206.00
10-9x13-3	350.00	231.00
9-8x12-8	275.00	187.00
9-10x13-2	265.00	187.00
8-11x12-3	285.00	180.00

Tabriz Carpets

Size	Loveman, Joseph & Loeb's Former Price	Sale Price
9-2x12-8	425.00	225.00
9-5x12-11	425.00	225.00

Bijar Carpets

Size	Loveman, Joseph & Loeb's Former Price	Sale Price
7-9x11-7	225.00	168.00
7-6x11-4	250.00	170.00
7-10x12-1	275.00	197.00
9-5x15-2	575.00	280.00
7-8x12	250.00	168.00
5-8x11-2	175.00	128.00
9-2x14-8	400.00	255.00
9x14-4	375.00	246.00
9-3x14-1	350.00	250.00
9-2x14-8	400.00	256.00

Extra Persian Carpets

Size	Loveman, Joseph & Loeb's Former Price	Sale Price
10-6x14-5	225.00	192.00
8-10x12-3	165.00	140.00
9-10x13-5	285.00	220.00
10-3x14	190.00	158.00
10-7x13-3	215.00	191.00
10-8x14	325.00	217.00
8-5x12-4	165.00	135.00
9-11x13-5	285.00	200.00
9-1x13-3	275.00	172.00
11-2x14-1	250.00	169.00
10-10x13-11	187.50	131.00
10x13-8	162.00	140.00
8-10x9-8	135.00	112.00
8-5x11-11	200.00	129.00
9-10x13-9	225.00	172.00
10x13	300.00	198.00
9x12-3	250.00	171.00
10-3x13-3	200.00	163.00



An Opportunity Unlike Any You Have Ever Had to Buy a

Linen Table Set The Linen Section Makes An Extraordinary Clearance

You have often admired these Sets—here are prices that court possession. These are Sets, you know, of one Tablecloth and one dozen Napkins to match. An International assemblage, we might say, of Irish, German, Belgian and Austrian Linens. Cloths offer choice of widths two yards, two and a quarter and two and a half yards; lengths two yards, two and a half, and up to four and five yards long. Napkins are 20 inches, 22 inches, 24 inches or 26 inches, to match the cloths.

The reductions are plainly listed here:

10.00 Sets for	8.50
12.00 Sets for	10.00
15.00 Sets for	12.60
20.00 Sets for	16.50
25.00 Sets for	21.50
30.00 Sets for	23.50
35.00 Sets for	27.50
40.00 Sets for	33.50
50.00 Sets for	42.50

(Main Floor, Rear)

New Knit Petticoats 50c, 75c, \$1, \$1.25 and \$2

New Knit Petticoats, in light and dark grades with the stripes on the bottom and draw string top. (2d Floor)

THE LARGEST STORE SOUTH OF THE OHIO.
Loveman, Joseph & Loeb